



Product innovations



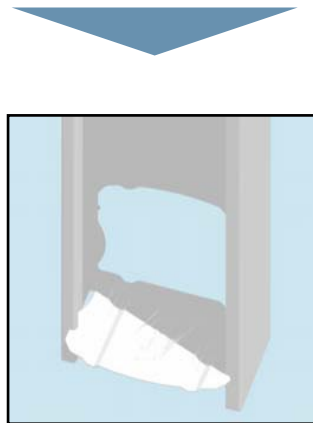


Launching Lindab Safe Click and SR Cutter

- Launching started in DE, CH, BE – market introduction June 2007
- Very positive feedback
- Positive sales trend
- Lindab Safe sales improved due to Lindab Safe Click
- Sales of SR cutters (about 100 sold) prove great interest from installers
- Launching in Nordic and Western Europe Q4 2007 and in CEE and US Q1-Q2 2008



Lindabs New Click stud



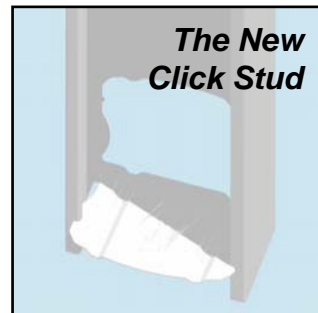
* Standard interior wall, one plus one layer of gypsum and insulation in cavity



Lindab has developed a improved interior wall steel stud that can enable significant sales growth on current markets and “a door opener” to new markets

Product characteristics

- No need to fix with screws or clips
- Stabilizes the structure
- Possibility to “nudge” or move the stud after fixing



Product benefits for Customers

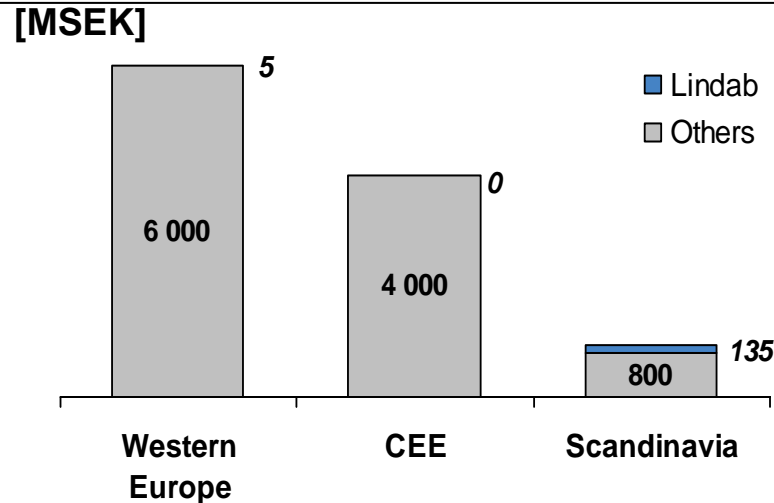
- Fixing time substantially reduced
- Improved work environment
- Simplify construction

* Standard interior wall, one plus one layer of gypsum and insulation in cavity



The European market for interior wall steel studs and complementary products is worth approx. 11 billion SEK and Lindab has a market share of roughly 1%

Lindab European market share for interior wall steel studs and complementary products

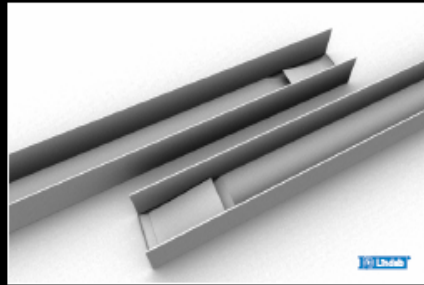


- Lindab's sales of interior wall steel studs and complementary products is currently focused to the Scandinavian region – approx. 135 MSEK in sales
- Western Europe is 5 MSEK sales in UK

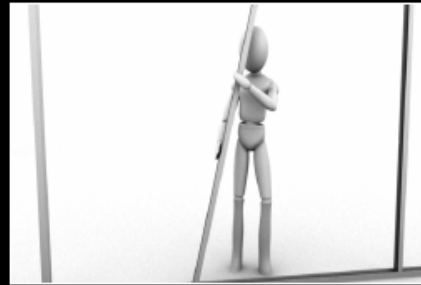




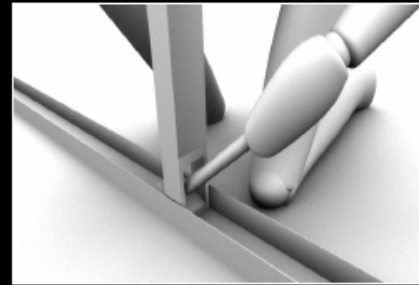
Film



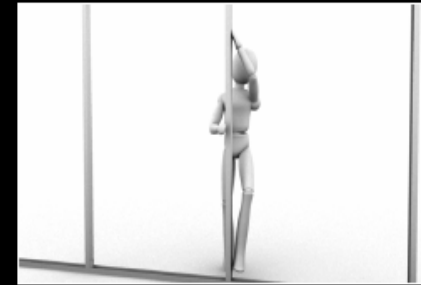
1. Vi starter med et produktskud af regle, liggende på gulvet. Kameraet bevæger sig i en halv cirkel om produktet imens speaket forklarer at Lindab har opfundet et nyt smart pat. "skinnesystem".



2. Total skud af håndværker der er ved at montere regel på gulv og loft skinne. Dette sætter scenen og speaket forklarer hvad som sker.



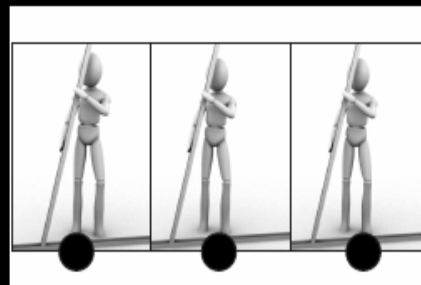
3. Der klippes til close up - hvor vi ser hvordan det nye clicksystem virker. Skud både af skinne i gulvet og loftet. Speak forklarer hvad som sker og fordele.



4. Tilbage til totalskud hvor håndværkeren er ved at rette regle ind så de passer til gipspladene. Speak forklarer hvad som sker og fordele.

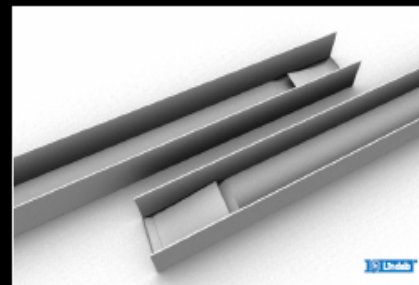


5. Der klippes til close up - så man kan se hvor let det er at justere reglen ind så den passer. Håndværkeren er nu klar til at sætte gips op.



6. Tidssammenligning af de forskellige metoder, man kan samle profilerne på. CLICK - TANG - SKRUE. Kommer til at køre som på SAFE CLICK filmen.

Når håndværkeren er færdig, henter han gipsplade og skruemaskine og monterer 2 plader, så væggen bag ham nu er helt hvid. Han kigger mod højre og afventer de to andre.



7. Vi slutter med et produktskud, hvor kameraet panorerer den anden vej om produktet.

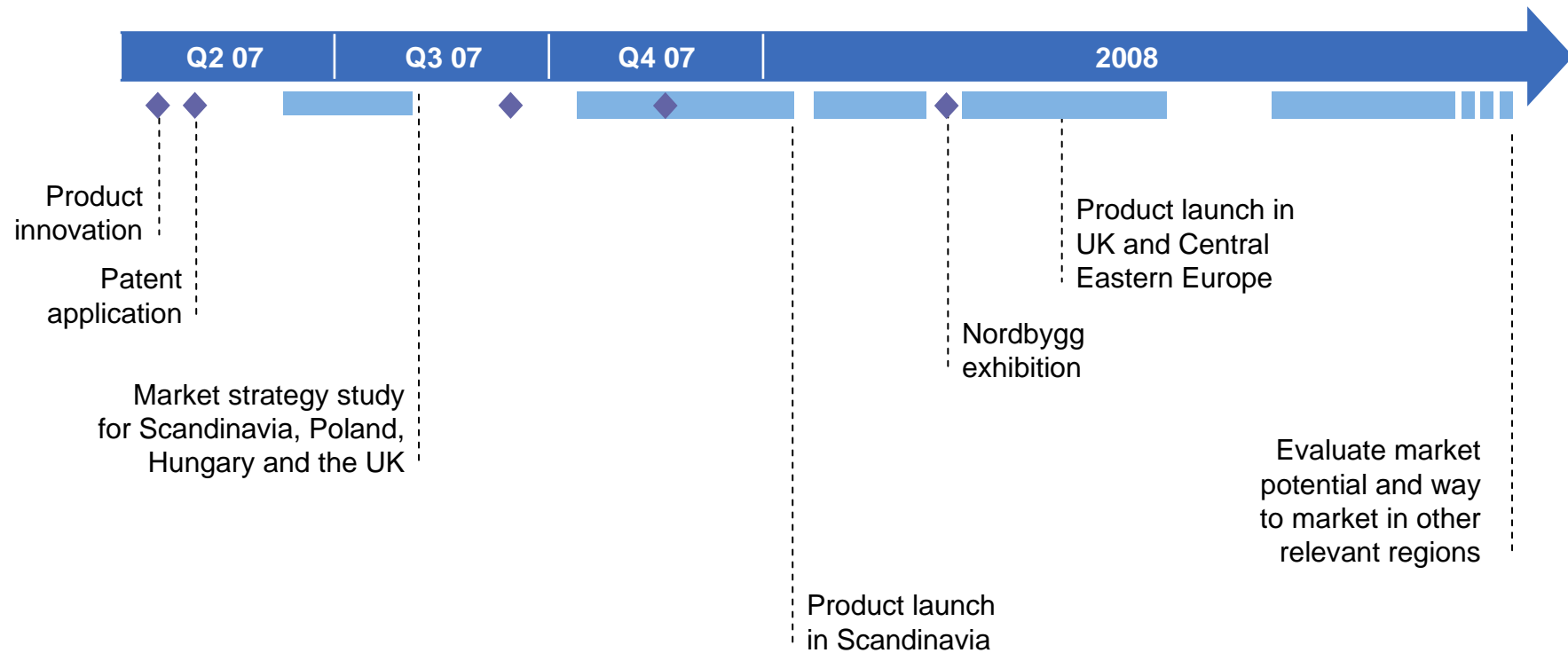


8. Enkelt Lindab logo med pay off.



Schedule for product launching

Timeline for product launch of Click RdBx steel stud





Lindab's new financial targets

- 6% organic growth (unchanged)
- 14% EBIT margin (increased from 12%)
- Net debt/equity of 1.0 – 1.4 (unchanged)
- Dividend pay out ratio of 40-50 % of net profit (unchanged)